



BCCM PRATIBIMBA

Newsletter from Bhavan's Centre for Communication and Management

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**BHAVAN'S CENTRE FOR COMMUNICATION AND MANAGEMENT
(BCCM)**

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CONTENTS

Chairman – Speaks	01
Editor’s Desk	02
Happening at BCCM	03-10
Clubs and Houses	11
Students Shine	12
BCCM Placement	13-14
Students Corner	15-23
Achievements	24
Faculty Spotlight	25-26
Learn from the Best	27-37
BCCM’s Skill Corner	38
Centre for Indology & Culture	39
Bhavan’s Samman	40



**“Education is not merely for earning a living; it is
for life itself.”**

— Dr. K. M. Munshi



VISION:

To be an institution of excellence in nurturing globally competitive and socially responsible leaders.

MISSION:

To develop value-based leaders with a global mind set and social sensitivity.

OBJECTIVES:

- To seek and disseminate knowledge and best practices through innovative pedagogies, participative learning methods and proactive industry engagements.
- To inculcate the basic human values, Indian traditions and culture and sense of social responsibility.
- To collaborate with industries and institutions for the greater good of the society.
- To continuously strive to enrich the quality of research and its applications inconsistent with the needs of the industry and society.
- To provide a challenging work environment for its stakeholders to pursue excellence.
- To participate in the development of the society around us, as a part of Institutional Social Responsibility (ISR).

CORE VALUES:

- Selflessness and undying spirit through dedicated innovative work.
- Achieving high standards through ethics and moral values.
- Passion for excellence by embracing Indian culture and tradition.
- Facilitate meaningful contributions to organisation, environment, and society.



Chairman - Speak



LT GEN J K MOHANTY
PVSM, UYSM, SM, VSM (Veteran)

Dear Readers,

As we turn the pages of our collective journey, I am reminded of the transformative power of setting goals. Goals are the beacons that illuminate our path, ensuring each endeavour is a stride closer to our shared vision. They give us direction, zeal, and a profound sense of mission, essential for our mutual prosperity.

Together, let's ardently advance towards our common objectives: enriching the quality of education, igniting creativity, and shaping ethical leaders who will leave a constructive mark on humanity. United, our potential for achieving wonders is boundless.

Let's seize our ambitions with fervour and steadfastness, sculpting a journey of exceptional triumphs! I wish you all a successful, fulfilling, and purpose-driven life.

As we celebrate the joy of progress and growth, I would like to take this opportunity to wish you and your loved ones a happy and blissful *Durga Puja 2025*. May the divine blessings of Goddess Durga bring joy, prosperity, and triumph over adversity in your life.

Wish you all a successful life!



From the Editor's Desk



Prof. (Dr) Sujata Mangaraj

Sr. Director cum Dean (Academics)

Dear Readers,

"Believe, Achieve, Excel"

As we navigate the dynamic landscape of education and growth, I am inspired to reflect on the remarkable strides we've made at Bhavan's Centre for Communication and Management (BCCM). Our pursuit of excellence and innovation has been unwavering, and I am proud to share our progress with you.

At the outset of this year, we outlined ambitious goals that reflect our commitment to excellence and growth. These goals are not just benchmarks; they are the foundation upon which we build our dreams. Our institution has always been a beacon of knowledge and innovation, guiding bright minds towards their aspirations.

Our untiring commitment to excellence enables us to dream big and empower young minds to excel in their professional journey. This edition of *BCCM Pratibimba* marks a significant milestone - it's the 3rd volume of our newsletter, building on the success of our inaugural volume. We're thrilled to continue sharing our stories, achievements, and experiences with you.

I extend my heartfelt gratitude to our Chairman, Director General cum Vice Chairman, Honorary Secretary, Board members, faculty and staff members, alumni, students, Parents and recruiters for their steadfast support. Your contributions have propelled us forward in our journey.

As we celebrate the joy of learning and growth, we also take a moment to wish our readers a happy **Durga Puja 2025**. May this auspicious occasion bring joy, contentment, bliss and well being to all.

"Our journey towards excellence is shaped by the goals that we set"

Happy Reading!

Celebrating 79 Years of Freedom: BCCM's Patriotic Tribute



August 15th, 2025 marked a proud and poignant celebration at **Bhavan's Centre for Communication and Management (BCCM)** as the institution honored India's 79th Independence Day with deep reverence and vibrant enthusiasm. The event served as a powerful reminder of the sacrifices made by our freedom fighters and the enduring values of unity, diversity, and inclusivity that define our nation.

The ceremony commenced with the hoisting of the National Flag by Hon'ble Chairman **Lt Gen J K Mohanty**, accompanied by **Col Sriprakash Pany**, Director General and Vice Chairman, **Dr. Sujata Mangaraj**, Sr. Director cum Dean (Academics), and faculty members. PGDM students participated with patriotic fervour, making the occasion truly memorable.

In a heartfelt message, the gathering reflected on the essence of freedom: **"Freedom is not merely the absence of oppression—it is the presence of justice, opportunity, and responsibility."** This sentiment echoed the vision of our revered **Prime Minister Narendra Modi Ji**, who has called upon every citizen to contribute to **Viksit Bharat @2047**, a developed India by our centenary of independence.

The event honored the legacy of national heroes—from Mahatma Gandhi and Netaji Subhas Chandra Bose to Rani Lakshmibai and Dr. B.R. Ambedkar, while reaffirming BCCM's commitment to building an India, where every citizen can dream freely, live with dignity, and contribute meaningfully to national progress. As the tricolour fluttered above, BCCM pledged to uphold the values of justice, compassion, and innovation, ensuring that the spirit of independence lives on through action and aspiration.





32nd Meeting of Board of Governors

In a landmark virtual session held on **August 18, 2025**, the **32nd Meeting of the Board of Governors** of **Bhavan's Centre for Communication and Management (BCCM), Bhubaneswar** convened to celebrate academic excellence, institutional achievements, and community impact.

The virtual meeting commenced with a warm **welcome address by Lt Gen J K Mohanty, PVSM UYSM, SM, VSM (Veteran), Chairman, Bharatiya Vidya Bhavan, Bhubaneswar**, who set the tone by reflecting on the institution's journey and its unwavering commitment to quality education and ethical leadership. His remarks emphasized the importance of innovation, inclusivity, and academic rigor in shaping future-ready professionals.

Joining him virtually were other distinguished members of the Board, including **Col Sriprakash Pany (Veteran), Vice Chairman and Director General, Brig L C Patnaik, Vice Chairman, Gp Capt Atanu Guru, Vr C, YSM (Veteran), Dy Chairman, Col P K Pattanaik (Veteran), Honorary Secretary, Maj Gen (Dr) Atanu Pattanaik, SM & Bar, Director Centre for Indology & Culture, Prof. (Dr) Brajaraj Mohanty, Prof. (Dr) K.C. Misra, Prof. (Dr) Omkar Nath Mohanty, Sri Binod Dash, Mr. Sarat Chandra Bhadra, and Er. S.S. Harichandan** who shared their insights and experiences. Their contributions enriched the discussions, offering strategic perspectives on institutional development, student engagement, and industry-academia collaboration.

Prof. (Dr) Sujata Mangaram, Sr. Director cum Dean (Academics) presented the **Academic Report for the year 2024-25**. One of the key outcomes of the meeting was the **approval of PGDM Curriculum & Regulation for the batch 2025-27**. The Board also approved the **conferment of 52 Gold Medals** to meritorious students for the PGDM batch 2021-22, 2022-23 & 2023-24, recognizing their outstanding performance, dedication, and pursuit of excellence. These medals symbolize not just academic success, but the values of integrity, discipline, and leadership that BCCM instills in its scholars.

The **selection of seven eminent personalities from Odisha** for the prestigious **Bhavan's Samman 2025** award were also presented to the Board. This honor celebrates individuals who have made remarkable contributions in the fields of **culture, education, industry, media, social service, and performing arts**. Their work reflects the spirit of service and innovation that Bhavan's institutions strive to uphold.

The meeting also saw active participation from **Prof. (Dr) Vinita S Sahay, Director, Indian Institute of Management, Bodh Gaya, the AICTE nominee & Member BOG**, whose presence added depth and national perspective to the deliberations. The Board reviewed strategic initiatives, academic enhancements, and future plans to further strengthen BCCM's role as a center of excellence in management education.

The BOG meeting was a celebration of BCCM's journey, its values, and its vision for the future.

Joint meeting of the Academic Council & Board of Studies: PGDM Program 2025-27



In its continued pursuit of academic excellence, Bhavan's Centre for Communication and Management (BCCM), Bhubaneswar, hosted a pivotal joint meeting of the Academic Council and Board of Studies on **July 21, 2025**, at **AB Hall**, aimed at shaping the future of its flagship PGDM program for the **2025–27 batch**. Chaired by **Prof. (Dr.) Damodar Acharya** and **Prof. K.C. Mishra**, the session brought together a distinguished panel of academicians like Prof. Omkarnath Mohanty, Prof. Shakti Ranjan Mohapatra, industry experts like Dr. Debabrata Dash & Mr. **Prasanna Dixit**, and institutional leaders like Maj Gen Pradeep Kumar Patnaik, to refine and elevate the academic framework.

The agenda focused on strengthening curriculum, regulations, streamlining the examination system, aligning the academic calendar with evolving industry needs, and enhancing the teaching-learning process to foster deeper engagement and critical thinking. The gathering served as a vibrant platform for dialogue, where members shared insights drawn from years of experience and emerging trends in management education. Their contributions underscored the importance of adaptability, innovation, and relevance in today's dynamic business environment. With a shared vision of nurturing future-ready professionals, the council reaffirmed BCCM's commitment to delivering a transformative educational experience—one that blends rigorous academics with real-world application.

The meeting concluded with a renewed sense of purpose and collaboration, setting the stage for a PGDM program that not only meets global standards but also reflects the values and aspirations of BCCM.



Convocation 2025: BCCM Celebrates Excellence and Vision

Bhavan's Centre for Communication and Management (BCCM), Bhubaneswar celebrated a landmark moment on **Sunday, August 24, 2025**, as it hosted **Convocation-2025**, honoring the academic achievements and aspirations of its graduating students.

The ceremony was graced by distinguished dignitaries, including **Prof. T. G. Sitharam**, Chairman of the **All India Council for Technical Education (AICTE), New Delhi**, as the **Chief Guest**, and **Prof. Amiya Kumar Rath**, Vice Chancellor of **Biju Patnaik University of Technology (BPUT), Rourkela**, as the **Guest of Honour**. Their presence added grandeur to the occasion, inspiring students and faculty alike.

In his keynote address, Prof. Sitharam lauded the graduates for their accomplishments and urged them to embrace **lifelong learning, continuous upskilling**, and the integration of **Artificial Intelligence (AI)** and emerging technologies into their professional journeys. He emphasized the importance of **innovation, critical thinking**, and **problem-solving** as essential tools for shaping India's future during the transformative era of **Amrit Kaal**. He also acknowledged the role of educators and parents, encouraging students to remain rooted in values while adapting to global change.

Prof. Rath echoed this sentiment, inspiring graduates to stay ahead of technological advancements and champion **research, creativity**, and **innovation** as pathways to transcend boundaries and contribute meaningfully to society.

The dignitaries, joined by BCCM's leadership, conferred **PGDM degrees** to students from three graduating batches—**2021–23, 2022–24, and 2023–25** motivating them with the empowering mantra: **"Dream, Dream, and Dream," leading to Vision, Mission, and Action.**

A highlight of the ceremony was the presentation of **52 Gold Medals** to students who demonstrated exceptional academic performance, symbolizing the institution's culture of excellence.

The ceremony commenced with a warm welcome address by **Lt Gen J K Mohanty, PVSM, UYSM, SM, VSM**, Chairman, who emphasized the importance of value-based education, cultural enrichment, and continuous improvement in academic programs. The event featured insightful addresses by senior officials of BCCM. **Prof. Damodar Acharya**, Vice Chairman, formally introduced the Chief Guest, setting the tone for the ceremony. **Colonel Sriprakash Pany**, Director General & Vice Chairman, introduced the Guest of Honour with warmth and admiration. **Prof. (Dr.) Sujata Mangaraj**, Senior Director cum Dean, presented the Director's Report, highlighting the institution's academic achievements and future vision, and also administered the convocation pledge to the graduating students. The ceremony concluded with a heartfelt **vote of thanks** delivered by **Colonel P. K. Pattanayak, Honorary Secretary of BCCM**, expressing gratitude to all dignitaries, faculty, students, and guests for making the event a resounding success.

As a premier institution under **Bharatiya Vidya Bhavan**, BCCM continues to uphold its legacy of **academic rigor, value-based education**, and **leadership development**, preparing students to meet the challenges of a dynamic world with integrity, innovation, and purpose.

Frozen Moments





BCCM Welcomes PGDM Batch 2025–2027 with Transformative Orientation Programme

Day One: Setting the Tone



The journey of a thousand miles begins with a single step and for the PGDM Batch 2025–2027 at Bhavan’s Centre for Communication and Management (BCCM), Bhubaneswar, that step was marked by a dynamic and thoughtfully three-day Orientation Programme. Designed to integrate new students into the ethos of Bhavan and prepare them for the academic and professional challenges ahead, the program blended inspiration, insight, and interaction to create a memorable beginning.



The Inaugural day set the tone with ceremonial addresses by the institution’s leadership, Chairman, Lt Gen J K Mohanty, PVSM, UYSM, SM, VSM, Vice Chairman cum Director General, Col Sriprakash Pany, Honorary Secretary Col P K Pattanayak and Sr. Director cum Dean Prof. Dr. Sujata Mangaraj, who welcomed the incoming batch into the Bhavan’s academic family. Their messages emphasized BCCM’s legacy of excellence in education, culture, discipline, and holistic development. Students were encouraged to embrace values such as humility, perseverance, and professionalism—qualities that define Bhavan’s philosophy and shape future leaders.

The highlight of the day was an engaging ice-breaking session led by **Ms. Honey Patnaik, Director, 90.4 SOA Community Radio**. Through interactive activities and energizing dialogue, students were encouraged to step out of their comfort zones, build connections, and foster a sense of community. The session transformed a room of strangers into a network of peers ready to embark on a shared journey.

Adding academic depth to the program, **Dr. Debabrata Dash, Group Vice President (HR), Eastern India, Arcelor Mittal & Nippon Steel India** delivered an impactful session titled “Campus to Corporate.” Drawing on decades of industry and academic experience, he sensitized students to the realities of the corporate world, emphasizing the importance of adaptability, communication, and a growth mindset. His insights bridged the gap between classroom learning and professional expectations, offering students a roadmap for career readiness. The day concluded with a student introduction round, where each participant shared their background, aspirations, and goals.

BCCM's PGDM Orientation Day 2: Mapping Futures with Insight and Engagement



Following a warm and spirited welcome on Day 1, the second day of the PGDM Orientation Program at **Bhavan's Centre for Communication and Management (BCCM), Bhubaneswar** shifted focus to academic clarity and career direction. Designed to equip the incoming Batch of 2025–2027 with a deeper understanding of their academic journey and future pathways.

The morning began with an insightful session on “**Career Opportunities in Data Science**” led by **Mr. Prasanna Dixit, CEO, Interface Software, Bhubaneswar**. Framing data as the “new oil” of the 21st century, he highlighted the transformative role of analytics, artificial intelligence, and machine learning across industries. Through real-world illustrations, Mr. Dixit emphasized the growing demand for professionals who can merge technical literacy with managerial acumen, encouraging students to cultivate a future-ready skill set.



This was followed by a comprehensive presentation on the **PGDM Curriculum and Examination Framework** by the **Prof. Dr. Sujata Mangaraj, Sr. Director cum Dean of BCCM**. The session offered students a structured overview of the two-year programme, detailing its blend of classroom instruction, case-based learning, internships, live projects, and industry engagement. Key academic policies, grading systems, and expectations around integrity and discipline were clearly outlined, ensuring that students begin their journey with transparency and purpose.

Midday brought an engaging **faculty interaction session**, where professors introduced themselves, shared their academic philosophies, and offered glimpses into the subjects they would be teaching. The afternoon was dedicated to a **Campus Tour**, allowing students to explore the learning environment that would shape their next two years. From classrooms and IT labs to the library and common areas, the tour provided a tangible sense of belonging and excitement.

Day 2 concluded with a sense of curiosity and anticipation. With a clearer understanding of their academic roadmap and exposure to emerging career domains, students left inspired and equipped to embrace the journey ahead.



BCCM Orientation Day 3: Values, Vision, and Vibrancy



The final day of the PGDM Orientation Program at **Bhavan's Centre for Communication and Management (BCCM), Bhubaneswar** brought the three-day journey to a meaningful close, focusing on holistic development, ethical leadership, and creative expression. It was a day that not only inspired introspection but also celebrated individuality and community spirit.

The morning began with a spiritually enriching discourse by

Swami Suddhananda Saraswati, whose calm presence and profound reflections left a lasting impression on the students. Speaking on the importance of inner strength, mindfulness, and ethical living, he reminded the future managers that true leadership is rooted in character. His message encouraged students to balance ambition with compassion and to lead with integrity.

This was followed by an engaging session with **Mr. Subrat Dash**, CEO of Pupils Hotels and Resorts, who shared his entrepreneurial journey in the hospitality sector. His insights on resilience, innovation, and customer-centricity resonated deeply with the audience..

The day also included a warm interaction with the **administrative and support staff**, reinforcing the idea that every member of the institution plays a vital role in creating a nurturing learning environment. Students were encouraged to view the staff not just as facilitators, but as partners in their academic journey.

The grand finale of the orientation was the vibrant **"Show Your Talent"** event, where students showcased their creativity through music, dance, poetry, mimicry, and art. The performances highlighted the diversity and enthusiasm of the new batch, creating moments of joy, applause, and bonding.



BCCM'S Clubs



Ganesh Puja Celebration at BCCM: A Spirit of Devotion and New Beginnings

On August 27, 2025, the campus of Bhavan's Centre for Communication and Management (BCCM), Bhubaneswar was imbued with spiritual energy and festive joy as students, faculty, and staff came together to celebrate **Ganesh Puja**—a tradition that marks auspicious beginnings and invokes blessings for wisdom, prosperity, and success.



Organized within the institute's premises, the celebration reflected the deep cultural values and reverence that Bhavan upholds. Students led the rituals with devotion, offering prayers to **Lord Ganesh**, the remover of obstacles and patron of intellect. The puja ceremony included traditional chants, floral offerings, and aarti, creating an atmosphere of serenity and collective harmony.

The event was not only a spiritual observance but also a moment of unity, bringing together members of the BCCM community in shared reflection and gratitude. For the newly inducted PGDM batch, it served as a meaningful start to their academic journey, reinforcing the importance of humility, focus, and inner strength.

The celebration concluded with prasad distribution and informal interactions among students and faculty, strengthening bonds and fostering a sense of belonging. Ganesh Puja at BCCM continues to be a cherished tradition.





BCCM'S Student Shine!

Alumni Shine: Rohit Kundu Returns to Inspire the PGDM Batch of 2025–2027



The corridors of Bhavan's Centre for Communication and Management (BCCM), Bhubaneswar, echoed with pride and nostalgia as the institution welcomed back one of its accomplished alumni, **Mr. Rohit Kundu**, from the **PGDM Batch of 2019–2021** served at **BrandScape worldwide as a Business Analyst**. Mr. Kundu returned to his alma mater during the Orientation Programme for the incoming PGDM Batch of 2025–2027.

His session was more than a talk was a heartfelt conversation between someone who had once sat in the same classrooms and walked the same hallways, and those just beginning their journey. With warmth and authenticity, Mr. Kundu shared his professional experiences, challenges, and triumphs, offering the new batch a realistic yet inspiring glimpse into life beyond campus. He spoke about the transition from student to professional, the importance of emotional intelligence in the workplace, and the evolving role of HR in shaping organizational culture.

Mr. Kundu's presence rekindled a sense of aspiration among the students. His journey from a PGDM student at BCCM to a managerial role in a reputed organization served as a powerful example of what dedication, humility, and hard work can achieve. The interactive Q&A session that followed was equally engaging, with students seeking advice on career planning, workplace dynamics, and personal growth. His responses were thoughtful, practical, and deeply encouraging.

Rohit Kundu's visit was not just a homecoming, it was a celebration of growth, gratitude, and the enduring bond between BCCM and its alumni.

BCCM'S Placements 2025



Student Spotlight: Sanaya Swain & Payal Das Secure Prestigious Placement Offers During SIP



Bhavan's Centre for Communication and Management (BCCM), Bhubaneswar, takes immense pride in celebrating the success of two of its promising PGDM students, Ms. **Sanaya Swain** and Ms. **Payal Das**, who have secured placement offers during their **Summer Internship Project (SIP)** from **BLUSPRING ENTERPRISES LTD**. The three-month internship culminated in a rewarding opportunity, with both students receiving a handsome package marking a significant milestone in their professional journey.

This achievement is not just a reflection of their hard work and dedication, but also a testament to the quality of mentorship, academic rigor, and industry exposure that BCCM consistently provides. Sanaya and Payal stood out during their internship tenure for their commitment, adaptability, and ability to translate classroom learning into real-world impact. Their performance impressed the leadership at BLUSPRING ENTERPRISES LTD, leading to formal placement offers even before the completion of their PGDM program.



The Faculty and Placement cell at BCCM played a pivotal role in guiding them through the SIP process, ensuring they were industry-ready and equipped with the skills needed to thrive. This success story reinforces BCCM's commitment to nurturing talent that not only meets but exceeds industry expectations.

As Sanaya and Payal prepare to embark on their next chapter, they carry with them the values of Bhavan integrity, perseverance, and professionalism. Their achievement is a reminder to every student that with the right attitude and support, dreams do turn into reality.

Congratulations to Sanaya Swain and Payal Das. Your success shines bright, and your journey has just begun.



BCCM'S Placements 2025

Proud Moment for BCCM

Sanchaeta's journey at BCCM has been marked by dedication, enthusiasm, and a drive for excellence. Throughout her PGDM program, she has consistently demonstrated professionalism, leadership, and a strong passion for the retail and lifestyle sector. She has been selected as the Trainer Assistant Store Manager at Aditya Birla Life Style Brands Ltd. With a CTC of Rs. 4.75 LPA through the campus drive held on 23rd September 2025. Her success is a reflection of her commitment, as well as the continuous efforts of our faculty and placement team in preparing students for real-world challenges.

This achievement highlights the industry's recognition of our students' capabilities and the value of BCCM's practice-oriented management education.

We extend our heartfelt congratulations to Sanchaeta and wish her immense success and growth in this exciting new role.

May this milestone be the beginning of a fulfilling career ahead.

**Bharatiya Vidya
Bhavan**
Heartiest
Congratulation
For getting Placed In
ADITYA BIRLA
LIFESTYLE BRANDS
4.75 LPA

Sanchaeta mohanty
Batch of 2024-26

*"Wishing you all the best
for your future journey"*

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BCCM'S Student Corner



Shaping Futures Through Real-World Learning : Visit of Faculty Members to SIP Campus

At Bhavan's Centre for Communication and Management (Bharatiya Vidya Bhavan, Bhubaneswar), we believe that learning goes beyond classrooms.

As part of the Summer Internship Program 2025, our internal guides made surprise visits to companies where our students are interning. These visits not only gave us valuable feedback from HR professionals and external guides but also provided us with insights to help our students grow further.

Why we do this:

- To ensure our students gain practical exposure that bridges theory with practice.
- To build strong industry-academia connects through continuous dialogue.
- To gather suggestions that will empower students with the right skills, mindset, and professionalism.

The feedback we received help us refine our approach, guide our students better, and ensure they are industry-ready. Together, with the support of our partner organizations, we are nurturing the leaders of tomorrow.



Shaping Futures Through Real-World Learning



BCCM'S Student Corner

From Internship to Insight : A Journey of Transformation



At Bhavan's Centre for Communication and Management, Bharatiya Vidya Bhavan Bhubaneswar we believe internships are more than just an academic requirement they are a bridge between learning and leadership.

Our Summer Internship Program (2nd June – 31st August 2025) concluded with an inspiring Presentation and Viva Voce Examination, where students showcased not only their projects but also their growth, resilience, and readiness to take on the professional world.

Key Highlights:

- Actionable Insights – Students translated experiences into strategies, delivering practical and industry-relevant solutions.
- Analytical Excellence – Every project reflected sharp thinking, structured problem-solving, and innovative approaches.
- Theory to Practice – Classroom concepts came alive as students demonstrated how academic learning fuels workplace impact.
- Future-Ready Skills – Beyond knowledge, the session highlighted confidence, presentation mastery, and critical thinking.

A heartfelt thank you to our chief evaluator, Dr. Sarita Nayak, Principal, Suddhananda School of Management, accompanied by our Director-cum-Dean, Academics, Prof. Sujata Mangaraj and all faculty panel for mentoring and guiding our students with wisdom and encouragement.

Congratulations to our brilliant interns – we have turned an opportunity into a powerful achievement. This milestone is only the beginning of their journey as future leaders and change makers.

Preparation and Experience:



During my internship with **Mahashakti Foundation**, I worked on understanding the financial and livelihood dynamics of rural artisan enterprises in Odisha. My role involved conducting surveys, analyzing income–expenditure patterns, studying artisans’ access to credit, and evaluating how training and market linkages impact their livelihoods. These tasks not only built my foundation in research and data analysis but also gave me firsthand exposure to field realities. Interacting directly with artisans, producer groups, and grassroots stakeholders broadened my perspective and taught me how financial inclusion and development models function in real-world contexts.



Sanchaeta Mohanty

Key Takeaway:

This internship showed me that **finance is more than numbers — it is a tool of empowerment**. Linking credit, training, and market opportunities to artisans’ work revealed how financial structures can preserve culture while enabling sustainable growth. I also realized that data-driven solutions succeed only when combined with empathy, collaboration, and community participation. The experience sharpened my problem-solving skills, deepened my appreciation for inclusive value chains, and reinforced the importance of blending technical analysis with human connection to create lasting impact.

Interned at:





Preparation and Experience:

During my internship with **Mahashakti Foundation**, I worked directly with Odisha's artisan clusters — communities where deep tradition meets remarkable resilience. My responsibilities included cluster immersion, artisan profiling, preparation of Micro-Credit Plans (MCPs), and providing financial advisory to support sustainable livelihoods. I carried out extensive data collection and analysis on artisans' income cycles, skill hierarchies, and credit requirements, and assessed market potential for traditional crafts. This fieldwork allowed me to translate grassroots realities into structured financial recommendations, sharpen my analytical approach, and practice adaptability in fast-moving, resource-constrained environments. Collaborating with artisans and development professionals broadened my perspective on how finance can be applied as a tool for real empowerment.



Shubhasmita Panigrahy

Key Takeaway:

The most important lesson I take away is that inclusive finance is as much about people as it is about numbers. True empowerment begins with financial literacy, accessible credit structures, and sustainable market linkages that respect local contexts. Data-driven decision-making and equitable credit design can transform livelihoods, but empathy, collaboration, and accountability make those solutions lasting. This internship didn't just enhance my technical abilities — it deepened my commitment to designing scalable, dignity-centered models of financial empowerment.

Interned at:





Preparation and Experience:

During my internship at **Shoppers Stop, Bhubaneswar**, I worked closely with the Retail Operations and Visual Merchandising teams, gaining hands-on exposure to the day-to-day realities of modern retail. I began by learning retail floor dynamics, customer engagement techniques, product placement principles, and promotional strategies, then moved on to supporting store operations during promotional events and helping analyze and optimise product displays. The store's culture emphasised responsibility, teamwork, and initiative — I was encouraged to take ownership of tasks, stay organised under pressure, and provide quality customer service. Working under experienced mentors helped me sharpen my communication and organisational skills, improve my multitasking ability, and better understand how operational decisions translate into customer experience.



Somya Snigdha Sethy

Major Takeaway:

My time at Shoppers Stop taught me that exceptional retail is built from many small details: store layout, staff behaviour, timing of promotions, and inventory handling all shape the customer's experience. I learned the value of customer-centricity and operational efficiency, and how data and teamwork inform smarter merchandising decisions. Most importantly, the internship reinforced that adaptability, ownership, punctuality, and a solution-oriented mindset are essential in retail. This experience has given me a solid foundation for a career in retail and customer experience management — one grounded in practical skills and a focus on continuous improvement.

Interned at:





Preparation and Experience:

During my internship with **IndusInd Bank**, I had the opportunity to work on a **comparative analysis of asset and liability products** with peer banks such as HDFC, ICICI, and Axis. The project involved studying how different banks design, price, and position their offerings in order to attract and retain customers. To support this, I conducted **financial ratio analysis** (CASA, Credit-to-Deposit, ROA, ROE, Net NPA) and evaluated products based on their segment, security structures, and sectoral positioning. This balance of quantitative insights and conceptual understanding helped me strengthen my analytical foundation while also giving me a broader perspective on how banking products translate into customer value. It allowed me to see beyond the ratios, understanding how strategic product design and market alignment play an equally important role in shaping competitiveness and customer trust.



Pinky Sahoo

Key Takeaway:

My biggest learning was that analysis goes beyond numbers—it's about the **story behind the products and the customers they serve**. I realized how financial strength, product design, and customer trust are interconnected in shaping a bank's competitiveness. This internship sharpened my critical thinking, problem-solving, and financial evaluation skills, while also showing me the importance of adaptability and curiosity in banking. Above all, it taught me how combining numbers with customer perspective leads to more meaningful and impactful insights.

Interned at:





Preparation and Experience:

During my internship at Hindalco Industries Ltd., I worked as a Finance Intern with a focus on strengthening my analytical and financial modeling skills. My project, "Comprehensive Equity Research Analysis of Hindalco Industries Ltd. using DCF and Relative Valuation Techniques," provided me with a deeper understanding of company valuation and capital markets. I also worked on preparing detailed reports analyzing different expenses across three cost centers, which helped me connect financial data with operational realities. This preparation enabled me to approach tasks with accuracy and clarity while adapting quickly to the team's expectations. The experience of working in a professional environment emphasized accountability, structured problem-solving, and independent ownership of assignments, while also giving me opportunities to collaborate with experienced professionals.



Prasanjit Bhanja

Major Takeaway:

At Hindalco, I realized the importance of combining technical expertise with practical insights. Learning valuation techniques like DCF and Relative Valuation not only improved my financial acumen but also taught me the significance of interpreting numbers in the context of real business decisions. Preparing cost center reports strengthened my attention to detail and understanding of expense management. Most importantly, the internship reinforced the value of adaptability, curiosity, and teamwork—showing me that effective communication and ownership are as critical as technical skills in delivering meaningful financial insights.

Interned at:





Preparation & Experience:

During my internship as a **Financial Research Analyst** at **Hindalco Industries — Hirakud Power & Smelter Unit**, I started by sharpening the fundamentals I knew on paper — accounting classification, Schedule-III requirements, and Excel best practices — then quickly moved into solving real problems. My day-to-day work involved standardizing raw trial balances into Schedule-III-ready datasets, building color-coded, reusable Excel frameworks (Pivot Tables, XLOOKUP, Power Query) and documenting mapping logic and reconciliation checks so the team could close faster and audit with confidence. Beyond the spreadsheets, I had the rare chance to sit in internal, financial and compliance audit meetings and attend supply-chain huddles. Watching auditors test controls, trace man-days and reconcile raw-material quality, and listening to procurement teams discuss lead times and batch acceptance, helped me connect ledger entries to real operational decisions. I was also entrusted with confidential tasks and given the privilege of mentoring newer interns — responsibilities that taught me accountability, clearer communication, and the patience required to teach as I learned.



Kishan Goyal

Major Takeaway:

The biggest lesson I'm taking away is simple but powerful: **finance is a human, cross-functional practice**. Technical accuracy matters — good formulas, clean reconciliations and robust documentation are non-negotiable — but those numbers only become meaningful when you understand the people and processes that create them. Converting messy trial balances into audit-ready schedules, observing auditors and operations teams, and mentoring peers reinforced that trust in financial reporting is built through verification, collaboration and curiosity. I leave with a practical toolkit (a reusable mapping template, automation patterns, and better communication habits) — and with the conviction that ownership and empathy are as important as technical skill in making real business impact.

Interned at:





BCCM'S Student Corner

Wellness in Practice: Yoga Session at BCCM Reinforces Mindful Management

In its continued commitment to holistic education, **Bhavan's Centre for Communication & Management (BCCM)**, **Bhubaneswar** hosted a transformative yoga session for its **PGP-1 and PGP-2 students**, led by seasoned yoga practitioner **Mr. Ambika Prasad Dash**. The initiative was part of BCCM's broader vision to nurture not just future managers, but balanced individuals equipped to lead with clarity, resilience, and compassion.



The session unfolded as a gentle yet powerful reminder that effective management begins with self-awareness and discipline. Mr. Dash, known for his deep understanding of yogic science and its practical relevance, guided students through a series of foundational practices. These included **basic asanas**, **pranayama techniques**, and **relaxation exercises**, each designed to enhance focus, reduce stress, and promote overall well-being.



As students moved through the postures and breathing rhythms, the atmosphere shifted from academic rigor to inner calm. The emphasis on **mindfulness** and **mental clarity** resonated deeply, especially in a world where young professionals are constantly navigating pressure, deadlines, and digital distractions. Mr. Dash's insights bridged ancient wisdom with modern challenges, encouraging students to view yoga not just as a physical discipline, but as a strategic tool

for personal and professional growth.

BCCM's initiative to incorporate wellness into its curriculum reflects its belief that education must go beyond textbooks and boardrooms. By fostering **self-discipline**, **emotional balance**, and **inner strength**, the institution continues to shape leaders, who are not only competent, but also compassionate and grounded.



BCCM's Visionaries Join the Vanguard of Higher Education

Leadership from Bhavan's Centre for Communication and Management Takes on Syndicate Roles at Odisha's Premier Universities

Bhavan's Centre for Communication and Management (BCCM), Bhubaneswar, proudly celebrates a momentous achievement as two of its distinguished leaders **Mr. Binod Dash, Member of Board of Governors, BCCM** and **Dr. Debabrata Dash, Member of Academic Council & Board of Studies, BCCM** have been inducted into the Governing Syndicates of **Ravenshaw University** and **Utkal University**, respectively. This recognition marks a significant milestone not only for the individuals but also for BCCM's growing influence in shaping the future of higher education in Odisha.

The **University Syndicate** serves as the apex decision-making body, responsible for steering academic policies, financial oversight, and institutional governance. Members of the syndicate play a pivotal role in shaping the strategic direction of the university, ensuring quality education, and fostering innovation across disciplines.



Mr. Binod Dash, a respected educationist and visionary, has been inducted into the **Syndicate of Ravenshaw University**. He also serves as a **Member of the Board of Governors at BCCM**, where his leadership and strategic guidance have been instrumental in driving institutional growth and academic excellence. His inclusion in the syndicate reflects a commitment to strengthening governance and promoting inclusive development within one of Odisha's most historic universities.

Dr. Debabrata Dash, Group Vice President (HR), Eastern India, Arcelor Mittal & Nippon Steel and corporate mentor, has been nominated to the **Syndicate of Utkal University** by the Hon'ble Governor of Odisha. In addition to this role, Dr. Dash is an **Adjunct Professor** and a **Member of the Academic Council & Board of Studies at BCCM**, where he plays a key role in curriculum development, student mentorship, and industry-academia collaboration. With over three decades of experience in human resource development and organizational leadership, his presence in the syndicate is expected to enhance Utkal University's engagement with contemporary professional practices and student-centric reforms.



Their induction into these prestigious bodies is a testament to BCCM's ethos of nurturing visionary leadership, ethical governance, and academic excellence. It also reinforces the institution's role as a catalyst for progressive change in Odisha's educational landscape.

BCCM extends heartfelt congratulations to Mr. Binod Dash and Dr. Debabrata Dash for this well-deserved honor. Their contributions will undoubtedly inspire future generations and elevate the standards of higher education across the State.

BCCM'S Faculty Spotlight



Thought Leadership in Action: Dr. Sujata Mangaraj Illuminates NEP 2020 at BIITM

On July 29, 2025, the academic community at Biju Patnaik Institute of Information Technology and Management (BIITM), Bhubaneswar witnessed a powerful moment of intellectual engagement as Dr. Sujata Mangaraj, Senior Director cum Dean (Academics) of Bhavan's Centre for Communication and Management (BCCM), delivered a keynote address titled "NEP 2020: Decoding India's Education Revolution". The event, organized by the Institution Innovation Council (IIC) of BIITM to commemorate the 5th Anniversary of the National Education Policy (NEP) 2020, was widely praised for its clarity, depth, and relevance.



Dr. Mangaraj began by tracing the historical evolution of education in India—from its ancient roots and traditional learning systems to colonial-era reforms and post-independence policies. She critically examined the limitations of the existing framework, highlighting the need for a transformative shift that NEP 2020 seeks to deliver. Her address explored the current status of higher education in India, focusing on key challenges such as **rote learning vs. critical thinking**, the **employability gap**, **access and infrastructure limitations**, and **regional and gender disparities**.



With her hallmark clarity and conviction, Dr. Mangaraj unpacked the core principles of NEP 2020, emphasizing its focus on **flexibility**, **multidisciplinary learning**, **skill development**, and **innovation-driven pedagogy**. She drew compelling comparisons with successful global education models from **Finland**, **Germany**, and **Singapore**, illustrating how India can adapt best practices while preserving its cultural ethos.

Drawing from her leadership experience at BCCM, she offered practical insights into how institutions can align with NEP's vision—by fostering **value-based education**, encouraging **entrepreneurial thinking**, and integrating **technology with tradition**. Her emotionally resonant delivery reminded the administrators and faculty alike that education is not merely about acquiring degrees, but about cultivating purpose, adaptability, and lifelong learning.

BCCM'S Faculty Spotlight



Driving Dialogue in Education and Trade: Prof. Bishnu Panda at the Forefront



Prof. Bishnu Panda, Head of Centre for Entrepreneurship, Innovation and Incubation (CEII) at Bhavan's Centre for Communication and Management (BCCM), Bhubaneswar, continues to make impactful contributions to academic and policy discourse through his active engagement in high-profile events focused on education and economic development. On 2nd August 2025, Prof. Panda participated in the World Trade Day 2025 celebrations held at Hotel Swosti Premium, Bhubaneswar, organized alongside the Annual Members Meet. Themed ***"Eastern India's Economic Engine: Odisha's Global Trade Vision"***, the event spotlighted strategic collaboration with the Dubai Chambers and convened a distinguished gathering of industry leaders, policymakers, entrepreneurs, and international stakeholders. Prof. Panda shared valuable insights on Odisha's regional economic potential, global trade linkages, and the imperative of academic-industry partnerships in fostering a globally competitive ecosystem. His contributions added intellectual depth to the deliberations, reinforcing the role of thought leadership in shaping sustainable growth narratives.

Furthering his commitment to academic excellence, Prof. Panda also participated in a two-day Faculty Development Program on ***Indian Knowledge System in Higher Education – A Perspective of NEP 2020***, held on 12–13 September 2025 at United School of Business Management, Bhubaneswar. Organized in collaboration with the Association of Indian Management Schools (AIMS), the program aimed to explore the integration of India's rich intellectual traditions into contemporary higher education, in alignment with the National Education Policy 2020. The sessions featured eminent scholars and educators who engaged in meaningful dialogue on curriculum innovation, pedagogical transformation, and institutional development rooted in indigenous knowledge systems. Prof. Panda's active involvement enriched the discussions, emphasizing the importance of bridging traditional wisdom with modern academic frameworks to cultivate holistic, future-ready learning environments.





Learn from the Best, Become the Best

Webinar – 01

Smart Money Moves for Zommers : Financial Awareness for Generation Z

Because your future isn't built on luck, it's built on smart choices

The graphic features the Bharatiya Vidya Bhavan (BCCM) logo and name in red and white. It includes the text: "BHAVAN'S CENTRE FOR COMMUNICATION AND MANAGEMENT (BCCM) PLOT NO. 9, KHARVELANAGAR, BHUBANESWAR – 751001 WEBSITE: <https://bvbbhubaneswa.org>". The main title is "Smart Money Moves for Zoomers: Financial Awareness for Generation Z". The speaker is Dr. Avijit Majumdar, Financial Advisor AMFI, Former Professor KSRM. The seminar coordinators are Mr. Bishnu Prasad Panda, Head, CER, and Asst Prof. Sitara Nazir. The event is scheduled for 12 PM on July 11, 2025.

A webinar titled *Smart Money Moves for Zommers: Financial Awareness for Generation Z* was held on 11 July 2025, featuring **Dr. Abhijit Majumdar, Financial Advisor at AMFI and former Professor at KSRM**. This session aims to confront the uncomfortable truth: most young adults are entering adulthood without the financial literacy they urgently need.

Generation Z, despite being digitally fluent and hyper-connected, often lacks the foundational understanding required to navigate real-world financial challenges, student loans, credit traps, impulsive spending, and the illusion of “easy money” through trading apps and crypto hype. Dr. Majumdar brings a no-nonsense approach to personal finance, drawing on his extensive experience in both academia and financial consultancy to deliver practical, time tested strategies, tailored to the unique needs and aspirations of Gen Z.

The webinar explored essential topics such as budgeting, saving, investing, and the responsible use of digital financial tools. It also spotlighted common financial blunders and offer clear, actionable steps to avoid them. This initiative underscores the importance of cultivating discipline, foresight, and financial resilience, not chasing shortcuts. Designed for students, emerging professionals, and anyone committed to financial growth, the session offered a rare opportunity to learn from experience, challenge assumptions, and start building a future that's not just secure, but intentional.

Learn from the Best, Become the Best



Webinar - 02

Navigating The Digital Frontier: Latest Marketing Trends For Engagging The New Generaion

Where innovation meets attention, because the next generation doesn't wait

An engaging and forward-looking webinar titled *Navigating the Digital Frontier: Latest Marketing Trends for Engagging the New Generation* was held on **18 July 2025** at Bhavan's Centre for Communication and Management, Bhubaneswar. The session featured **Shri Deepak Kumar Goyal, Founder and Director of Imperial College, Bargarh (Odisha)**, a distinguished speaker known for his deep expertise in marketing strategy and entrepreneurial leadership.

In a world shaped by rapid technological evolution and shifting consumer expectations, the webinar addressed the urgent need for marketers to rethink their approach to connect meaningfully with Generation Z and the emerging Gen Alpha. Shri Goyal delivered a compelling analysis of the latest trends redefining the marketing landscape ranging from influencer-led storytelling and short-form video content to AI-driven personalization and the rising demand for authenticity and purpose in brand communication.

Drawing on real-world case studies and insights from his own entrepreneurial journey, Shri Goyal underscored the importance of agility, innovation, and data-informed strategy in building campaigns that resonate with today's digitally native audiences. The session also delved into the impact of emerging platforms, the shift towards immersive and interactive experiences, and the ethical dimensions of marketing in an increasingly connected world.

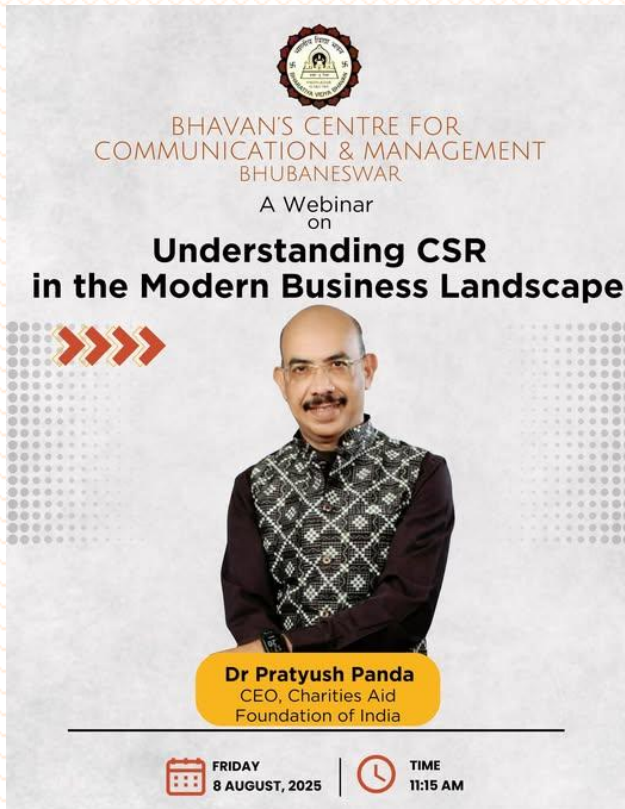
The poster features the Bhavan's Centre for Communication and Management (BCCM) logo and name at the top. It lists the speakers: Deepak Kumar Goyal (Founder & Director, Imperial College Bargarh, Odisha), Prof. Bishnu Prasad Panda (Head CEII, BCCM, Bhubaneswar), and Prof. Sitara Nazir (Asst. Professor, BCCM, Bhubaneswar). The date is 18.07.2025 and the time is 12 pm to 1.00 pm. The website is https://bvbbhubaneswar.org.



Learn from the Best, Become the Best

Webinar – 03

Inspiring Change: CSR Webinar Enlightens Future Managers at BCCM



On Friday, 8th August 2025, Munshi Hall of Bharatiya Vidya Bhavan, Bhubaneswar echoed with purpose and insight as a highly engaging webinar unfolded on the theme “**Understanding CSR in the Modern Business Landscape.**” Organized as part of the institution’s commitment to socially responsible education, the session brought together students, faculty, and thought leaders to explore the evolving role of **Corporate Social Responsibility (CSR)** in today’s business world.

The keynote speaker, **Dr. Pratyush Panda**, CEO of the **Charities Aid Foundation of India**, captivated the audience with his depth of experience and clarity of thought. With a career dedicated to advancing social impact through corporate partnerships, Dr. Panda offered a compelling overview of how CSR has transformed from a compliance-driven

obligation into a strategic pillar of modern business. He shared real-world examples of successful CSR initiatives, illustrating how companies can align profitability with purpose.

Dr. Panda also addressed the practical challenges organizations face in implementing meaningful CSR strategies from stakeholder engagement to measuring impact and encouraged students to think critically about how businesses can contribute to sustainable development. His interactive approach sparked thoughtful dialogue, allowing participants to ask questions and reflect on their own aspirations as future leaders.

For the **PGDM students** in attendance, the webinar was more than an academic session, it was a moment of awakening. Many expressed how the discussion deepened their understanding of CSR as a tool for ethical leadership and long-term value creation. It inspired them to envision careers not just in management, but in **responsible management**, where business decisions are guided by empathy, accountability, and a commitment to community.

Learn from the Best, Become the Best



From Campus to Corporate: Dr. Debabrata Dash Prepares Future Managers for the Real World on 1st September 2025

Bhavan's Centre for Communication and Management (BCCM), Bhubaneswar hosted an impactful session titled "Campus to Corporate", delivered by Dr. Debabrata Dash, Group Vice President (HR), Eastern India of Arcelor Mittal & Nippon Steel India. The session was a highlight of offering PGDM students a rare opportunity to learn directly from a seasoned HR leader with decades of experience in shaping talent across industries.



Dr. Dash's talk was more than a lecture, it was a master class in professional readiness. With clarity and conviction, he walked students through the realities of corporate life, emphasizing the importance of adaptability, emotional intelligence, and a growth mindset. He spoke about the evolving expectations of employers, the value of communication and collaboration, and the need to stay curious and resilient in a fast-changing business world.

What made the session truly memorable was Dr. Dash's ability to connect with students on a personal level. Through real-life anecdotes and practical advice, he encouraged them to reflect on their strengths, embrace their individuality, and prepare not just for jobs, but for meaningful careers. His message was clear: success in the corporate world is not just about knowledge, but about attitude, discipline, and the willingness to learn continuously.

BCCM takes pride in hosting thought leaders like Dr. Debabrata Dash, whose presence reinforces the institution's mission to nurture future-ready professionals. The session served as a powerful reminder that the journey from campus to corporate begins with clarity, courage, and commitment and BCCM is where that journey takes shape.



Learn from the Best, Become the Best

Unlocking the Future: Mr. Prasanna Dixit Illuminates Career Paths in Data Science on



Bhavan's Centre for Communication and Management (BCCM), Bhubaneswar hosted an insightful session titled **"Career Opportunities in Data Science"**, led by **Mr. Prasanna Dixit**, Adjunct Faculty BCCM and CEO, Interface Software Ltd. and a seasoned expert in analytics and emerging technologies. The session offered students a glimpse of the most dynamic and in-demand fields of the modern business world.

Mr. Dixit began by framing **data as the powerful resource** driving decisions, innovation, and transformation across industries. With clarity and enthusiasm, he unpacked the vast landscape of **data science**, **artificial intelligence**, and **machine learning**, explaining how these technologies are reshaping sectors from finance and healthcare to retail and logistics. His talk emphasized that the future belongs to professionals, who can interpret data, derive insights, and apply them to solve real-world problems.

What made the session truly impactful was Mr. Dixit's ability to connect technical concepts with practical career guidance. He spoke about the growing demand for data-literate managers, the importance of blending analytical skills with business acumen, and the value of continuous learning in a rapidly evolving digital ecosystem. Through real-world examples and industry trends, he encouraged students to explore roles such as data analysts, business intelligence specialists, and AI strategists.

The session sparked curiosity and excitement among the PGDM students, many of whom expressed a newfound interest in pursuing data-driven careers. Mr. Dixit's approachable style and deep knowledge made complex ideas accessible, inspiring students to view data science not just as a technical domain, but as a gateway to innovation and impact.

Learn from the Best, Become the Best



Wisdom Within: Spiritual Discourse by Swami Siddhananda Saraswati Inspires BCCM Students



On 3rd September 2025, the PGDM students at **Bhavan's Centre for Communication and Management (BCCM), Bhubaneswar** began with a serene and spiritually uplifting session led by **Swami Siddhananda Saraswati**, Founder of **Vedadham Srutinyas**. His presence brought a sense of calm and reflection to the campus, setting a meaningful tone for the day and reminding students that true leadership begins with inner strength and ethical grounding.

Swami Siddhananda spoke with grace and clarity, emphasizing the importance of **mindfulness**, **self-discipline**, and **compassion** in both personal and professional life. He encouraged students to look beyond material success and cultivate a life rooted in values, purpose, and emotional balance. His words resonated deeply with the PGDM students, many of whom were experiencing their first formal exposure to spiritual thought in a management setting.

The discourse was not just a lecture, it was a moment of connection. Students listened with quiet attention, reflecting on their own aspirations and the kind of professionals they hope to become. Swami Siddhananda's message served as a gentle reminder that ambition must be guided by awareness, and that success without integrity is incomplete.

As the session concluded, the atmosphere was filled with a renewed sense of purpose. Students left with more than inspiration, they carried with them a deeper understanding of how **self-awareness and ethical living** form the foundation of effective leadership.



Learn from the Best, Become the Best

Seminar on “Adding Values to Yourself & Best Practices for Success”: By Dr. Ashok Kumar Sahu



On **6th September 2025**, as part of the induction program for the newly admitted PGDM students of the **2025–27 batch**, **Bhavan’s Centre for Communication and Management (BCCM)**, Bhubaneswar organized an engaging seminar on the theme **“Adding Values to Yourself & Best Practices for Success.”** The session was conducted on campus and featured renowned **HR Consultant, Corporate Trainer, and NLP Master Practitioner & Trainer, Dr. Ashok Kumar Sahu**, whose dynamic presence and insightful delivery left a lasting impression on the young management aspirants.

Dr. Sahu’s session focused on empowering students to view success not as a fixed destination, but as a continuous journey of personal growth and purposeful contribution. Through a blend of motivational storytelling, interactive exercises, and practical strategies, he emphasized the importance of self-awareness, emotional intelligence, and disciplined execution in shaping a meaningful career.

He encouraged students to adopt best practices such as proactive learning, ethical decision-making, and value-driven leadership. Drawing from real-world corporate scenarios and behavioral science, Dr. Sahu illustrated how individuals can unlock their potential by aligning ambition with values and cultivating a mindset of lifelong learning.

The seminar’s key takeaway resonated deeply with the audience: **success is a process of consistently adding value to oneself and to the world around.** The session concluded with enthusiastic participation and reflection, setting a strong foundation for the students’ transformative journey at BCCM.



Learn from the Best, Become the Best

Celebrating Bonds of Spirit: Raksha Bandhan Observed at BCCM with Brahma Kumaris



On August 2, 2025, the campus of Bhavan's Centre for Communication & Management (BCCM), Bhubaneswar was graced by the serene presence of a delegation from the Brahma Kumaris, BJB Nagar, led by B K Aparajita and B K Tapaswini, to commemorate the sacred festival of Raksha Bandhan. The event, held with heartfelt reverence, celebrated the timeless values of love, protection, and spiritual unity. In a symbolic gesture of goodwill and divine connection, the sacred Rakhi was tied to Lt Gen J K Mohanty, Chairman of BCCM, along with senior members of the institution, Col Sriprakash Pany, Director General and Vice Chairman, Col P K Pattanayak, Honorary Secretary, Prof. (Dr) Sujata Mangaraj, Sr. Director cum Dean (Academics), faculty, and students from the PGDM and students from BCCM Skill programs.

B K Aparajita delivered a deeply moving discourse on the spiritual essence of Raksha Bandhan, emphasizing themes of **inner strength, harmony, and universal brotherhood**. Her words reminded everyone present that the festival is not merely a ritual, but a celebration of the soul's commitment to purity, peace, and mutual respect. The atmosphere was filled with warmth and reflection as students and faculty embraced the deeper meaning of the occasion.



Learn from the Best, Become the Best



Seminar on Strategic HR Practices for Organizational Growth

On **13th September 2025**, Bhavan's Centre for Communication & Management (BCCM), Bhubaneswar hosted an insightful seminar titled "**Strategic HR Practices for Organizational Growth**" at **AB Hall**, aimed at equipping future managers with practical knowledge and industry-aligned perspectives on human resource management.

The session was led by **Ms. Minati Mallik, Senior Manager (HR), CYSD**, whose rich experience and



thoughtful insights brought clarity to the evolving role of HR in today's dynamic business environment. She emphasized how **aligning HR strategies with organizational goals** is essential for driving performance and long-term success. Ms. Mallik also highlighted the importance of **building a people-centric culture** that fosters trust, engagement, and sustainable growth. Furthermore, she discussed how organizations can **leverage HR practices to spark innovation and enhance productivity**, making HR a strategic partner in transformation.



The seminar bridged the gap between theory and practice, offering students a real-world understanding of how HR functions as a catalyst for organizational excellence. Her examples and case studies helped students visualize the impact of effective HR leadership in shaping workplace culture and driving strategic outcomes.

The session was guided and enriched by **Prof. Bishnu Prasad Panda, Head, CEII**, and **Prof. Sitara Nazir, Assistant Professor, BCCM**, whose facilitation encouraged active participation and reflection. Students engaged in meaningful dialogue, asking questions and sharing perspectives that added depth to the discussion.



Learn from the Best, Become the Best

Empowering the Next Generation of Leaders at BCCM Lecture Series in Collaboration with National Productivity Council (NPC)



On **September 20, 2025**, **Bhavan's Centre for Communication and Management (BCCM)**, **Bhubaneswar**, in collaboration with the **National Productivity Council (NPC)**, hosted the inaugural lecture of its thought-provoking series titled **"Ambition to Action: Purpose-led Transformation for Productivity"** at **AB Hall, BCCM**. The event marked a significant step in fostering leadership that is not only efficient but deeply rooted in purpose and sustainability.

The session commenced with a symbolic gesture by **Col Sriprakash Pany (Retd)**, **Director General cum Vice Chairman, BCCM**, who offered a plant—signifying growth, renewal, and the nurturing of ideas. **Dr. Sujata Mangaraj**, **Dean-cum-Senior Director, BCCM**, extended a warm welcome to the distinguished guests and participants, setting an inspiring tone with her motivational address that emphasized the power of purpose in shaping productive futures.

The keynote address was delivered by **Shri Parthasarathi Mishra**, **Board Member, Amnaya Corporation, USA**, who eloquently explored the theme of aligning ambition with a higher purpose. He emphasized that true transformation goes beyond operational efficiency, it involves fostering innovation, building resilience, and inspiring individuals to channel their potential toward sustainable growth.

In his presidential address, **Lt Gen J K Mohanty**, **PVSM, UYSM, SM, VSM (Veteran)**, **Chairman, BCCM**, reaffirmed the institution's commitment to nurturing young minds and empowering them to become purpose-driven leaders capable of making a lasting impact. He highlighted that purpose-led transformation serves as a bridge between vision and execution, encouraging individuals to act with clarity, determination, and responsibility.

The seminar was seamlessly coordinated by **Prof. Bishnu Prasad Panda**, **Head, CEII, BCCM**, and **Prof. Sitara Nazir**, **Assistant Professor, BCCM**, who ensured the event became a vibrant platform for knowledge-sharing and inspiration.

Learn from the Best, Become the Best



Building Safer Spaces Together : Seminar on POSH Act on 04.10.2025

At Bhavan's Centre for Communication and Management, Bharatiya Vidya Bhavan, Bhubaneswar, we believe that learning goes beyond classrooms. It's about shaping values, building respect, and creating safe, and inclusive environments where everyone can thrive.

The institute had the privilege of hosting a Seminar on the "Prevention of Sexual Harassment (POSH) Act" with

an inspiring keynote by Dr. Ashok Panda, Visiting Fellow at University of Oxford.



His words reminded us that safety and dignity are not just legal requirements—they are the foundations of growth and trust.

Key Reflections for Institutions & Colleges:

- Awareness is the first step toward change.
- Respect and empathy must be part of daily culture.
- Empowering individuals to speak up strengthens communities.
- Institutions are responsible for leading by example.

All students of PGDM Program, Skill Courses, Computer Course, Faculty and Staff Members participated in the program.

The energy and engagement of participants made it clear: together, we can create campuses and workplaces where respect is non-negotiable, and every voice matters.

Let's keep the conversation alive and the commitment strong.



BCCM'S Skill Corner

Empowering Tomorrow: World Youth Skills Day Celebrated at Bharatiya Vidya Bhavan, Bhubaneswar



On **July 15, 2025**, the **Skill Training Centre** of **Bharatiya Vidya Bhavan, Bhubaneswar** celebrated **World Youth Skills Day** with great energy and excitement. The campus was full of life as students, teachers, and staff came together to honour the talents and dreams of young people.

The event was made special by the presence of **Mr. Smrutiranjana Biswal, State Engagement Officer from NSDC**, as the **Chief Guest**, and **Col. PK. Pattanayak, Honorary Secretary of Bharatiya Vidya Bhavan**, who shared encouraging words with the students. Their support added meaning and motivation to the celebration.

The day was filled with colourful and creative activities. **Rangoli designs** decorated the campus, showing the artistic side of the students. **Debates** helped students express their ideas and think deeply about important topics. **Dance performances** brought joy and showcased the rich culture and energy of youth. A **plantation drive** reminded everyone of the importance of caring for the environment and building a greener future.



Each activity highlighted the skills, passion, and teamwork of the students. It was not just a celebration. It was a message that young people have the power to shape a better world.

Centre for Indology & Culture



Reviving Heritage: BCCM's Centre for Indology and Culture Celebrates Odisha's Maritime Legacy

In alignment with the visionary ideals of **Dr. K. M. Munshi**, the Founding Father of Bharatiya Vidya Bhavan, the **Kendra at Bhavan's Centre for Communication & Management (BCCM), Bhubaneswar** continues its mission to revive and uphold India's rich cultural heritage. As part of this commitment, the **Centre for Indology and Culture** was established with a special focus on the **maritime heritage of Odisha**, serving as a bridge between tradition and education.

A key initiative under this Centre is the **Cultural Outreach Program**, conducted in collaboration with the **Infosys Foundation, Bengaluru**. This ongoing partnership has played a vital role in documenting and showcasing the lost art, traditions, and cultural expressions of Odisha. To date, the Kendra has successfully organized **179 episodes**, each one a vibrant celebration of heritage and identity.

Between **July and September 2025**, six new episodes were conducted, each highlighting unique aspects of Odisha's cultural landscape from folk music and dance to maritime rituals and crafts.



Episode No. 174
Bharat Leela



Episode No. 175
Pali Sangeet - Chanda, Champu



Episode No. 176
Rebati Ehati Sebati



Episode No. 177
Bina Badan



Episode No. 178
Traditional Music of South Odisha



Episode No. 179
Hum Honge Kamyab Ek Din

Bhavan's Samman - 2025



Prof. Amiya Kumar Rath
Vice Chancellor
Biju Patnaik University of Technology



Mr. Bijay Sahoo,
Group President (Strategic HR)
Reliance Industries Ltd.



Ms. Pramila Swain,
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Dr Sunil Kumar Patnaik,
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& Southeast Asian Studies



Guru Shri Radhamohan Pradhan
Founder Sri Sri Prahalad Natak Sangha,
Phasiguda



Lt Col Prasanna Kumar Sahu, VSM
Former Secretary
Bharatiya Vidya Bhavan, Bhubaneswar



Bhavan's Centre for Communication and Management (BCCM)
Approved by AICTE

Rankings

GHRDC B-SCHOOL RANKING 2025

13th Best in Prestigious B-Schools Category in India
3rd Best in the State of Odisha

CSR B-SCHOOL RANKING 2025

10th in Top B-School of Eminence Category in India
3rd Best in the State of Odisha

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